

S/N 10/782,563

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Venkatesh Veeraraghavan et al. Examiner: Muktesh G. Gupta  
Application No.: 10/782,563 Group Art Unit: 2444  
Filed: February 18, 2004 Docket No.: 50037.238US01  
Title: CONTENT TARGETING WITH AUDIENCES

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**ELECTRONICALLY FILED ON DECEMBER 4, 2008**

AMENDMENT

Commissioner for Patents  
Attn: Examiner Muktesh G. Gupta  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action of June 23, 2008, and the Advisory Action of November 26, 2008, applicants request continued examination of the amendments to the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 9 of this paper.